

DM-96-G

August 30, 1993

To All Division Managers

SUBJECT: CAMEL Cash Lotto

CAMEL Cash Lotto is coming! As follow-up to the Sales Management letter that you and your people recently received describing the upcoming CAMEL Cash Lotto Promotion, detailed below please find the information you need to work this program:

I. Program Timetable

Week of 8/20	CAMEL Cash Lotto "teaser" postcard to be mailed to 160,000 K, A, B, C and E convenience, gas and small food outlets
Week of 8/30	Lotto Retailer Program Sell-In Kits to arrive in division offices.
Month of September	Field Sales Sell-In Retailer Program during normal coverage.
September 17	Last day to order Lotto Retailer POS/PDI materials - any remaining allocations of items will be drop shipped to division offices.
Week of September 20	Cash Lotto quarterly work plan POS materials drop shipped to division offices and outside warehouses as set up in the work plan POS module.
Week of September 27	Cash IV Lotto take-one holder and 50 catalogs mailed to 160,000 K, A, B, C and E convenience, gas and small food outlets.
Week of September 27	Cash Lotto Retailer POS/PDI materials shipped to Field.
Month of October	Part-timers to place Lotto POS/PDI materials sold in by the Reps during September.
October, November December	During regular coverage, Reps verify and reward retailers for maintaining agreed to Lotto POS/PDI materials.
Week of November 1	Cash IV Lotto take-one holder and 50 catalogs mailed to 100,000 A and B calls.
December 31	Entry deadline for Retailer Lotto, drawing to be held on or near February 15, 1994.
February 28, 1994	Entry deadline for Consumer Lotto, drawing to be held on or near May 2, 1994.

In addition, each division will be provided with an allocation of B2G1Free Lotto lighters and Buy Ctn Get 5 Free Lotto Christmas theme lighters to be worked during November and December coverage. More information about these promotions will be coming in your fourth quarter work plan package, and allocations will be provided by your Regional Manager.

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II. Program Specifics

Sales Kits

- ✓ • Each Sales Representative will be provided with a Lotto Sales Kit which includes: a sales brochure, 60 leave-behind Lotto rules posters for participating retailers, 60 retailer participation forms, and 500 retailer Lotto entry forms.
- Each division and chain office will also receive one extra Lotto Sales Kit for chain presentations.
- ✓ • The goal is to strive for 50 participating retailers per assignment.
- ✓ • The 500 retailer Lotto entry forms are to be used throughout the duration of the program.
- Each retailer should be given one entry for meeting minimum requirements. Additional entries can be provided for advertising and promotional support beyond minimum requirements.
- * • It is extremely important that you note on the Retailer Participation Form (copy attached) exactly where the agreed POS/PDI materials are to be placed in the store so that the part-timers will know where to place them and so that the retailer can utilize the agreement to prevent competitive Reps from moving or removing the agreed pieces.

Ordering of Lotto POS/PDI Materials

- Each division has been allocated the following POS/PDI materials for each Rep in the division:

<u>Item Description</u>	<u>Commodity #</u>	<u>Packing/SKU</u>	<u># SKUs/Rep</u>
Required Pieces			
Take-One w/50 Catalogs	432392	1	75
Large Posters	434848	25	3
Impact Pieces			
3x6 Banners	432702	25	1
Information Centers	432691	1	24
Flag Ropes	432669	10	3
1-Sheet Posters	432658	10	3

- You will have from now until September 17, 1993 to place orders for these items to outside warehouses, Rep's homes, wholesalers and your division offices. Please make every attempt to place your orders by September 17 so that you will have materials for October placement. Any remaining allocations of unordered items will be drop shipped to your division offices the week of September 27, 1993.
- A small quantity of each item will be allocated to national for open ordering by commodity number after October 1, 1993.
- It is important to note that we did not produce enough of any single Impact piece to place in every call, but rather provided you with a mix of items to allow flexibility in using these items to dominate your stores. Please plan, track and use your allocated items wisely.

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Cash Lotto Quarterly Work Plan POS

- In addition to the Lotto Retailer Sweepstakes Program POS/PDI materials, you will also receive nearly a full array of Lotto work plan POS materials. The only items not produced were:

- | | |
|-------------------------------------|-----------------------|
| - OPM Insert Transparency | - 6-Sided Center Card |
| - Non-Self Service Enh Transparency | - 11-Column Slide By |
| - Large Side Transparency | - 36" Enh Canopy Card |
| - Small Side Transparency | - 24" Enh Canopy Card |

The allocations that you requested for the other 26 work plan items will automatically be shipped to all ship-to locations (per what you requested in the fourth quarter POS work plan module) for delivery the week of September 20.

- * • All available CAMEL work plan POS materials should be changed over to CAMEL Cash Lotto. Our objective is to have one consistent CAMEL message at retail during the fourth quarter, "CAMEL Cash Lotto."

- * We have a tremendous opportunity to beat Philip Morris to market with this program, secure the key POS/PDI positions with the CAMEL Cash Lotto message, and outperform them with this clearly superior program.

NOTES:

- ✓ 1. It is important to note that you can sell this program to the decision maker that you normally call on in the store; however, due to Federal, State and Local sweepstakes guidelines, the prize must be awarded to the store owner as noted on the bottom of the Retailer Participation Form. The store owner or company, in turn, then has sole discretion as to the ultimate recipient of the prize. This is the same guidelines that PM's Retailer Sweepstakes must adhere to
2. Divisions in the states of Massachusetts, Michigan and Virginia will not be able to work this program due to state lottery restrictions. Divisions in those states will receive a separate DM letter with information for supporting the base CAMEL Cash IV Program.
3. In the following divisions, we will be testing the use of 1-sheet supplier labor to place the Cash Lotto Retailer POS/PDI items: 2128, 2134, 2226, 2228, 2924, 4526, 4528, 4529, 4628, 5222, 5224, 5228, 5228, 5230, 5320, 5322, 5332, 5426, 5428, 5430, 5534, 5539, 5624, 5626, 5628, 6828, 6836. These divisions will receive a separate DM letter about this test.
4. Keep in mind that the new CAMEL shopping basket catalog holder (commodity #425779) is available for immediate open ordering to help you support this program in supermarket calls where you have shopping basket units. (Please refer to SM letter SM-157-G for details.)

R. J. REYNOLDS TOBACCO COMPANY

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CAMEL CASH IV LOTTO
RETAILER PARTICIPATION FORM

Store Name: _____

Street Address: _____

City/State/Zip: _____

Phone #: _____

Print Name: _____

Signature: _____

Date: _____

Yes, please sign me up in the official TEAM CAMEL RETAILER LOTTO. I agree to maintain the Lotto POS pieces as indicated below:

# Of Pieces	Description	Placement Specifics	Date Completed
	Take-One Catalogs		
	Large Information Paster		
	Banner		
	One-Sheet		
	Flag Rope		
	Information Center		

NOTE:

I agree to maintain a minimum of three *different* POS pieces. Two of these are to include a Take-One With Catalogs, a Large Information Paster, and one IMPACT POS Piece throughout the months of October, November, December. In return, I will be awarded one Retailer Lotto Entry for each month of compliance.

PARTICIPATION AGREEMENT AUTHORIZATION

By signing this form, I represent to R. J. Reynolds Tobacco Company that I have the authority to sign this CAMEL Cash "Lotto" entry form on behalf of _____ (herein after "Company"), thereby entering the "Company" in the CAMEL Cash "Lotto." In the event an entry form submitted by or on behalf of the "Company," or by any of its employees, is chosen as one of the winning entries in CAMEL Cash "Lotto," it is understood that any prize will be awarded to "Company" and that acceptance or disposition of any prize shall be in the sole and complete discretion of "Company." The "Company" may assign its right to receive all or any portion of a prize to any employee(s) of "Company."

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